

Message Text

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43

ORIGIN COME-00

INFO OCT-01 ISO-00 EB-07 AF-06 ARA-10 EA-09 EUR-12 NEA-10

CIAE-00 INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15

PRS-01 IO-11 /096 R

DRAFTED BY COM:OED:DEPD:STAN HAYS:SM

APPROVED BY EB/OCA/CM/LKLIEFORTH

COM:OED:DEPD:RPRITCHARD

COM:OED:RWILBOURN

COM:OIM:BRYNO (PHONE)

NEA/HMONTGOMERY

EB/OCA/CD/RDAY

AF/LWHITE

EUR/BRESLER

EA/MHENDERSON ARA/DLACEY

----- 018144

R 022359Z FEB 76

FM SECSTATE WASHDC

TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 025531

INFORM CONSULS

E.O. 11652:N/A

TAGS:BEXP, XA, XB, XC, XD, XE, XG

SUBJECT: FOREIGN BUYER PROGRAM: SELECTION OF U.S.

--- TRADE SHOWS--FY '77

REFERENCE: STATE A-6454, 10/14/75

1. FOR PLANNING PURPOSE THIS PROVIDES POSTS WITH U.S.
TRADE SHOWS SELECTED FOR SUPPORT UNDER THE FOREIGN BUYER
PROGRAM THROUGH JUNE 1977. FOR THOSE POSTS PLANNING

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FY '77-CCP'S THIS INFO MAY ASSIST IN IDENTIFYING CAMPAIGNS
IN APPROPRIATE PRODUCT CATEGORIES. INFO ON THESE SHOWS

HAS BEEN PROVIDED CMM'S IN OIM/BIC. SINCE FISCAL YEAR EXTENDS THROUGH SEPTEMBER IT IS EXPECTED THAT ONE OR TWO ADDITIONAL SHOWS WILL BE ADDED FOR FY '77. POSTS WILL BE NOTIFIED OF THESE SHOWS SOONEST. ENTHUSIASTIC SUPPORT OF PROGRAM BY ALL POSTS IS VERY MUCH APPRECIATED.

2. REFAIR PROVIDES POSTS WITH DETAILS OF 17 FBP SHOWS SCHEDULED FOR CY 1976 INCLUDING FOUR (FOOD & DAIRY, TEXTILE MACHINERY, PACKAGING AND PLASTICS) FOR THE FIRST HALF OF FY '77. INCLUDED BELOW ARE BRIEF DETAILS OF SEVEN ADDITIONAL FY '77 SHOWS SELECTED FOR FBP SUPPORT. FURTHER DETAILS AND DESCRIPTIONS OF THESE SHOWS WILL FOLLOW

BY AIRGRAM SOONEST. POSTS SELECTING SHOWS FOR PROMOTION OF FOREIGN BUYER ATTENDANCE SHOULD MAKE BROCHURE REQUIREMENTS KNOWN TO USDOC AT LEAST EIGHT MONTHS PRIOR TO SHOW DATE.

3. ALL THE FOLLOWING SHOWS ARE CONSIDERED MAJOR U.S. TRADE EVENTS FOR THEIR RESPECTIVE INDUSTRIES AND EACH WILL HOLD TECHNICAL SEMINARS, WORKSHOPS, AND CONFERENCES IN CONJUNCTION WITH EXHIBITION.

---A. JANUARY 15-18, 1977, NATIONAL AUDIO-VISUAL CONVENTION AND EXHIBIT, ANAHEIM, CALIFORNIA. (300 EXHIBITORS DISPLAYING WIDE RANGE EDUCATIONAL AND COMMUNICATIONS EQUIPMENT AND SERVICES FROM SIMPLE RECORD PLAYERS AND PROJECTORS TO THE MOST SOPHISTICATED ELECTRONICS SYSTEMS FOR AUDIO, VISUAL AND VIDEO MEDIA).

---B. FEBRUARY 14-17, 1977, INTERNATIONAL AIR CONDITIONING/HEATING/REFRIGERATION SHOW. CHICAGO, ILLINOIS (THE LARGEST SHOW OF ITS KIND IN THE U.S. PRESENTING THE WIDEST POSSIBLE ASSORTMENT OF EQUIPMENT FROM SMALL WINDOW AIR CONDITIONERS TO LARGE ROOF TOP SYSTEMS; ALL TYPES AND SIZES OF COMPRESSORS, CONDENSORS, CONTROLS, PUMPS, VALVES, ETC.).

---C. MARCH 30-APRIL 1, 1977, INTERNATIONAL TRUCKING
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SHOW, ANAHEIM, CALIFORNIA. (THIS TRUCKING INDUSTRY SHOWCASE BRINGS TOGETHER EVERYTHING NEW IN HEAVY, MEDIUM AND LIGHT-DUTY DIESEL AND GAS TRUCKS, TRACTORS, TRAILERS, WITH ALL COMPONENTS, ACCESSORIES, ETC.).

---D. MAY 1-6, 1977, KNITTING ARTS EXHIBITION (KAE-77), ATLANTIC CITY, N.J., (THE OLDEST AND MOST PRESTIGIOUS INTERNATIONAL TEXTILE MACHINERY SHOW DEVOTED EXCLUSIVELY ALL PROCESSES OF KNITTING. 360 EXHIBITORS WILL DISPLAY EQUIPMENT AND SERVICES COVERING FIBRES TO YARNS,

CHEMICALS, SPINNING, TEXTURING, GARMENT FABRICATION, ACCESSORIES, ETC.).

---E. MAY 21-25, 1977, NRA RESTAURANT-HOTEL/MOTEL SHOW, CHICAGO, ILLINOIS. (MORE THAN 900 EXHIBITORS MAKE THIS SHOW THE WORLD'S MOST COMPLETE SHOWCASE FOR THE FOOD SERVICE AND LODGING INDUSTRY WITH MORE THAN 500 DIFFERENT CATEGORIES OF EQUIPMENT AND SERVICES FOR RESTAURANTS, HOTELS, HOSPITALS, MILITARY, SCHOOLS, IN-PLANT AND AIRLINE CATERING, ETC.).

---F. MAY 23-25, 1977, APARTMENT BUILDER/DEVELOPER EXPOSITION AND CONFERENCE, LAS VEGAS, NEVADA. (LARGEST SHOW IN NORTH AMERICA DEVOTED EXCLUSIVELY TO PRODUCTS, EQUIPMENT, MATERIALS, METHODS AND SERVICES FOR THE MULTI-FAMILY HOUSING INDUSTRY).

---G. JUNE 13-16, 1977, NATIONAL COMPUTER CONFERENCE, DALLAS, TEXAS. (MORE THAN 300 EXHIBITORS AND 35,000 ATTENDEES MAKE THIS SHOW AND CONFERENCE ONE OF THE MOST COMPLETE IN DATA PROCESSING WITH A WIDE ASSORTMENT OF COMPUTERS, TERMINALS, PERIPHERALS, SERVICES AND USER NEEDS).

---H. AS INDICATED IN PARA 1 ABOVE THE FOLLOWING ADDITIONAL SHOWS ARE BEING CONSIDERED BUT NOT YET FIRM; JULY 77, NATIONAL HOUSEWARES SHOW, CHICAGO; AUGUST NATIONAL HARDWARE SHOW, CHICAGO. DETAILS OF THESE SHOWS TO FOLLOW BY AIRGRAM. INGERSOLL

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Margaret P. Grafeld
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